

HED Property Owners
Association Directors
★★★

David Green,
President
Nederland West Coast

Russell Joyner,
Vice President
Trzechahn

Pietra DuBuclet
Treasurer
M + S Management

Renee Cohen,
Secretary
Schenley Trust

Michel Bolour
Bolour Trust

Judy Franklin
*Hollywood Horizons
Parking, Inc.*

David Gajda
wood Software
Sam Goren
1733 Cherokee Ave

William Hertz,
Mann Theatres

Nathan Korman
1723 Wilcox

Sandra Reed
Black Equities

Jim Reichow
Campus Hollywood

Raubi Sundher
*Guinness World of
Records/Hollywood
Wax Museum*

Brett Wood
Pacific Theatres

Monica Yamada
CLM Group

Honorary Directors:
Captain Mike Downing
LAPD - Hollywood

Leron Gubler
*wood Chamber of
Commerce*



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February 7, 2000

TO: Mike Vitkiewicz, Manager
Special Assessments Unit
Office of the City Clerk

FROM: Kerry Morrison
Executive Director
Hollywood Entertainment District Property Owners Association

SUBJECT: Fourth Quarter
October 1, 1999 through December 31, 1999

As is required in our Agreement with the city of Los Angeles, I am submitting our Fourth Quarter Report to summarize key activities of the Hollywood Entertainment District. This report covers both BIDs – Phase I and Phase II. The activities will generally refer to the entire District, unless activities specific to one of the Phases are important to highlight.

I. Operational Issues

- ▶ An All-Property Owners Meeting was held on October 8 at the public library. A second one was held on December 20, in conjunction with the Advisory Boards (see next bullet). This completed the bylaws requirement for at least three All Property Owner meetings a year.
- ▶ The Phase I and Phase II Advisory Boards held a joint meeting on December 20, 1999 at the Stella Adler Theatre. At this meeting, representatives from the Hollywood Entertainment District Property Owners Association provided a year-end update addressing both programs and financial information. The proposed 2000 budget for Phase I and Phase II was presented to the Advisory Boards, as was a chart depicting how the Phase I and Phase II budgets deviate from the original Management District Plans. The budgets were approved. In addition, the Phase II Advisory Board heard requests from two property owners relative to their property: one wanted to be removed from the BID, and the second asked for a recalculation of his assessment to reflect the portion devoted to residential use. The first request was denied, the second was granted. (The Advisory Board minutes were mailed to the City Clerk's office.)
- ▶ The City Council appointed two new members of the Phase II Advisory

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Hollywood Entertainment District POA

Board during this quarter: Jenny Sukys (1641 Ivar - Ten Fifteen Associates) was appointed to replace Brett Wood; Bill Roschen (Roschen Van Cleve Architects) was appointed to replace William Carter.

- ▶ The Board continues to meet each month. The Board elected five new directors at their Annual Meeting in November. New Directors included: Russ Joyner, TrizecHahn; Raubi Sundher, Wax Museum/Guinness World of Records; Nathan Korman, 1723 N. Wilcox, Monica Yamada, CIM Group; Jim Reichow, Campus Hollywood. New officers were also elected: President, David Green; Vice President, Russ Joyner; Secretary, Renee Cohen; Treasurer, Pietra DuBuclet.
- ▶ Upon receiving a written request from the City Ethics Commission to provide conflict of interest information for the non-profit board and Advisory Board, a group of BID executive directors met with staff from the Ethics Commission to discuss. In particular, information was shared with the city staff about the distinction between the city council-appointed Advisory Board and the non-profit private board. It is the position of the BID executive directors that conflict-of-interest requirements should not apply to private non-profit organization boards of directors. It was determined that an opinion from the Fair Political Practices Commission to update information previously published by the FPPC in 1995 (before the property-based BID law was passed) would be an important first step to clarifying this situation. Led by the Central City East Association, several L.A. city BIDS have hired an attorney to seek a new ruling or opinion from the FPPC on this matter.
- ▶ The Budget Working Group presented a budget for the Phase I and Phase II BID to the Board at their December 16, 1999 meeting. It was approved, and forwarded to the Advisory Boards at their December 20, 1999 meeting.
- ▶ The third annual satisfaction survey was sent to all property owners in December. Results will be tabulated in January.

II. Security

- ▶ The chairperson of the Security Committee, Russ Joyner; Tom Burke and Kerry Morrison met with Captain Mike Downing during this period to discuss ways in which LAPD could justify additional deployment of personnel to a dedicated footbeat in the District. Captain Downing

invited two representatives from the LAPD Management Services Division to explain how LAPD makes their deployment decisions and to further pursue this idea. Over the next year, the BID will need to present documentation and rationale as to why additional law enforcement should be applied to this area as opposed to others.

- The Board voted to extend the contract with Burke Executive Security and Investigations an additional year, through December 31, 2000. A contract for \$1,127,000 was signed.

III. Maintenance

- The Board voted to authorize an augmentation to the California Street Maintenance in order to facilitate the full-time status of John Peterson, the individual assigned to polish the stars on the Walk of Fame.

IV. Streetscape Issues

- The Board authorized funds from its Phase II reserves to pay for twinkle lights on 25 Ficus trees in the Phase II area, and to maintain existing twinkle lights on palm trees at Vine. Money was also earmarked in the 2000 budget for maintenance.
- ▶ The Sign Overlay Zone Task Force met on five occasions during this time. An initial planning meeting was held with the consultants, Sussman/Prejza Company, Inc. on October 6th. Next, a meeting was held with community groups on November 3rd. On December 7th, the Task Force met with representatives from the sign and outdoor advertising industries. A strategy session was held on December 29th. A meeting with key stakeholders/property owners will be held in January.
- ▶ Kerry Morrison testified to the L.A. City Planning Commission on December 9, 1999 about the goals and objectives of the Sign Overlay Task Force. At this particular meeting, the planning commission imposed a one-year moratorium on new free-standing billboards in the Hollywood Redevelopment Area.

V. Marketing

- ▶ The second version of the HED Visitor's Guide and Map was printed in

November and will be professionally distributed throughout Southern California by Certified Folder Display.

- ▶ The HED has submitted its application to install pole banners within the boundaries of the District. During this time, the city amended its pole banner ordinance. Kerry Morrison testified at the city council hearing on November 9 that the provision governing BIDs was not appropriate for Hollywood Boulevard. It allows for pole banners to be raised for 90 days, but if another entity requests those poles during that period, the BID must take their banners down. Morrison's assertion was that on popular streets such as Hollywood and Vine, the BID will be "penalized" by constantly having to remove their banners – at a cost to the BID. The council adopted the ordinance as is.

VI. Other

- The ad-hoc BID Consortium continues to meet every four to six weeks. The group met on October 20 at the Downtown Center BID, December 9 at the Fasion District BID.
- Kerry Morrison attended the International Downtown Association Annual Conference in Philadelphia October 2 through the 5th.
- Morrison represented the BID at the following speaking engagements/presentations: November 17 - Lambda Alpha Society; November 18 - Valley Alliance BID Conference; and November 30 - Hollywood Rotary Club.
- The Joint Parking Task Force between the Chamber and the BID held several meetings during this quarter. Additionally, an open meeting for BID property owners to discuss their parking needs in the BID was held on November 16th.